BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Retail Committee
DATE:	April 15, 2025
MEMBERS PRESENT:	Linda Singer, Chair, Mark Haberman, Vice-Chair; Camille Bauer; Jennifer Lustrin; Ira Malin; Cindy Salik; Jodi Siegel; Howard Tanenbaum; Lisa Yarnell;
MEMBERS ABSENT WITH NOTICE:	NA
PARTICIPANTS:	Emily Gifford, Director of Retail
ISSUE DATE:	April 23, 2025

1. Meeting was called to order at 1:30pm.

   A. Jennifer Lustrin made a motion to approve the February Committee Minutes.
   B. Seconded by Mark Haberman.
   C. Motion was approved.

2. Linda Singer, Chair's Opening Remarks:

   A. Chair welcomed everyone and thanked them for volunteering to serve on the committee.
   B. Members introduced themselves, shared relevant experience, and named a vendor or item they would like to see offered in the shoppes.
   C. Suggestions included:
      a. Tanglewood merchandise
      b. Increased quantities of smaller sized clothing
      c. More solid colors and basic women's wear
      d. Shorter sports tops/skirts
      e. Athleisure wear
      f. Boca West branded gifts (i.e. decks of cards) and certain vendors.
   D. Retail Committee Member roles were discussed
      a. Members were reminded to address all questions and concerns to the Chair and Vice Chair, not through the Director of Retail or Staff.
   E. Potential Conflict of Interest issues were discussed
      a. Committee members signed the Code of Ethics.

3. Director of Retail's Report:

   A. Overview of the Shoppes, merchandise and upcoming changes to the shoppes related to the capital project were discussed.
   B. E. Gifford answered questions and gave an overview of staffing, retail markups, margins and the potential impact of tariffs on the cost of merchandise.
   C. Emily shared YTD & Past YTD sales figures by category and shoppe, along with 2024-2025 budgeted categories.

4. Education:

   A. Committee reviewed sample calendar for buying cycle, trade shows and promotional events.
   B. Future educational topics to include:
      a. Trends in membership and retail
      b. Tours of shoppes & the receiving facility
      c. Vendor selection/pop-ups
      d. Digital marketing/social media, and online shops
   C. Members were asked to visit each shop to identify strengths & challenges at each location and report back at the next scheduled meeting on May 5th.

5. Meeting was adjourned at 2:30 pm